

Reference Number: 133-01-DD
Title of Document: Media/Publication Policies

Date of issue: May 20, 1987
Effective date: May 20, 1987
Last review date: May 21, 1996 **(REVISED)**
Date of last revision: May 21, 1996

Applicability: All Central Office, Regional Offices and Residential Facilities Staff

Media Contacts

The South Carolina Department of Disabilities and Special Needs encourages media inquiries into DDSN affairs, services and programs. DDSN recognizes that positive public education and awareness of disabilities depends on open cooperative relationships with the media.

When responding to media contacts or in promoting media coverage through news releases or other means, privacy of individuals served by the agency must be considered, as well as the privileged relationship which exists between the department, families and guardians of individuals served by the agency. **All individuals should have on file release forms which allow DDSN to include them in the promotion of services and programs or direct DDSN not to include them in these activities.**

In all circumstances which require media response or promote media coverage, a single point of media contact shall be established. In these circumstances, central office staff, Regional Directors and Facility Directors are required to contact the State Director's office for advice. Unless otherwise delegated, the State Director will be the agency's spokesperson.

Media contacts for the regional offices or regional facilities will be coordinated through staff appointed by the Regional Director or Facility Director, respectively. Other staff shall work with the appointed media contact person to secure publicity for programs, services and activities.

No staff may contact the media for any purpose without prior knowledge and approval of the State Director or his designee.

The Director of Community Education will serve as the media contact person for DDSN's central office. Statewide publicity and media contact will be coordinated through this office.

Media Publication/Broadcast Involving Critical Incidents

If publication results from contact with the media concerning a critical incident outside of Columbia, the designated media contact person, Regional Director or Facility Director shall be responsible for sending a copy of the printed article to the State Director by facsimile within one working day from publication date.

Broadcast interviews which concern critical incidents should be taped, if possible, and mailed to the Community Education office within one working day from broadcast date.

Regional Directors shall be responsible for reporting to the State Director all critical media coverage involving local county DSN boards and provider organizations. Regional Directors shall also be responsible for sending copies of printed articles concerning critical incidents to the State Director's Office by facsimile within one working day.

Approval to Distribute Printed Materials

Except as authorized or directed by the S.C. Commission on Disabilities and Special Needs, the State Director reserves exclusive authority to approve publication and distribution of printed materials in the form of fact sheets, news releases, pamphlets, brochures, other periodicals and single issues. The State Director also reserves exclusive authority to approve taping and distribution of broadcast materials, including video taped segments.

Central office staff, Regional Directors or Facility Directors should submit to the Community Education office an outline of purpose for the document or broadcast segment including: audience for distribution; number of copies; interval of publication or broadcast; size, cost and method of financing. This outline is required for all publications and broadcast formats whether single-issue or periodicals.

The director of Community Education will serve as the staff contact for implementation of this directive.

100-09-DD

Director, Community Education
(Originator)

State Director
(APPROVED)